

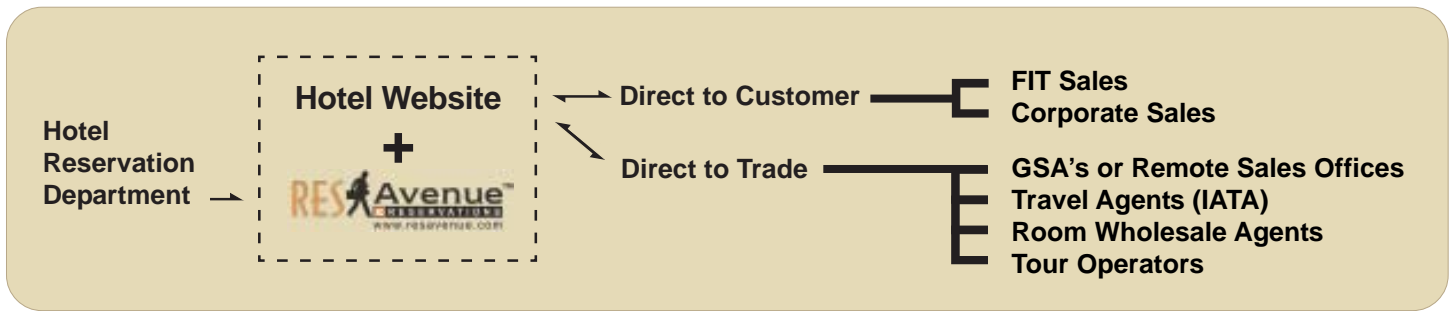


A powerful force multiplier to sell your hotel inventory online.



ResAvenue is the only hotel booking engine with an in-built payment gateway, which enables you to handle reservations arriving directly on your hotel website from various sources. It is designed to enable you to:-

- > Offer your room inventory for instant reservation and confirmation, to any end consumer anywhere in the world.
- > Provide your wholesale travel agents and corporate clients with an instant online reservation facility through your website, at their password-protected, pre-determined contract rates.
- > Increase the number of your hotels' distribution channels and minimize or even eliminate trade commission payouts through direct-to-guest sales.
- > Manage room rates, reservations, room allocations, packages and advertise hot deals for last minute sales easily with extensive multi-layered security checks.
- > Save on recurring software, hardware and technical manpower costs.
- > Offer your customers a highly secure, multi-currency credit and debit card payment gateway to enable them to pay for your room inventory in real-time, without the need for you to have an Internet merchant account.



ENHANCE YOUR ONLINE HOTEL MARKETING

• ResAvenue is Internet Enabled.

Expand your trade channels worldwide on a 24X7 self-service platform. Get a powerful new distribution channel with a global reach.

Maximize the commercial potential of your hotel's website. Give customers direct access to your specified inventory. Start accepting business online from your trade partners immediately. Use the reach of the Internet to your advantage. Put your property on the desktop of any potential customer anywhere in the world, 24 hours a day. Use the Internet to manage your trade channels on a 24x7 self service platform giving your property or chain a competitive trade marketing edge.

• ResAvenue is a Plug-n-Play Hotel Reservation Engine.

Take your inventory online quickly. All you need is your hotel website and an Internet connection to take it online.

Using and configuring your inventory online is as easy as managing your email. It is also as quick. React faster to rapidly changing market situations. Make last minute changes on the volume and value of the inventory to release. Service FIT guests, corporate customers and trade partners simultaneously. Save money through lower administrative costs by servicing your entire spectrum of customers efficiently.

• Customised Inventory Management Controls.

Give your customers as well as trade partners direct access to your room inventory and customised pricing.

You can decide the amount of inventory allocated for each channel, be it FIT guests, corporate customers or trade partners, with a customised pricing strategy for each channel. Adjust the inventory allocation and rate structure to encourage sales. Reward your best performing travel trade partners with special inventory options and flexible pricing. Implement online strategies like festive, limited offers and packages to direct customers to generate quick sales.

• Real Time Reservation Confirmation Capability.

Close a sale instantly with direct customers. Empower your trade partners with an instant confirmation facility.

ResAvenue's end-to-end solution gives direct customers the power to look, book and pay instantly. Now you can close the sale instantly and shut out the competition. Give your travel trade partners an opportunity to serve their customers better by allowing them to offer instant room reservation confirmations. This will help avoid paper trails, improve performance & create loyalty for future business.

• Multiple Options Payment Processing Capability.

Simplify and improve your collection procedures.

By providing your direct customers multiple options of payment, you ensure that you never lose a sale because of insufficient payment options. Speed up and simplify the cash flow process. Choose to insist on online advance payments where required, while maintaining a high degree of control. Receive credit card payments from new or un-verified travel trade partners.

• Multi-currency Inventory Pricing.

Simplify your money management process.

By opting for the ResAvenue multi-currency room pricing facility, you are now in a position to offer to your direct customers as well as agents across regions, pricing in their local currency. This improves their comfort level and gives them the ability to pay without currency conversion charges. For trade partners, if pre-payment is required online, they can charge credit/debit cards in their preferred currency with ResAvenue's in-built payment gateway which processes credit card transactions in popular global currencies.

• ResAvenue's Advanced 'Merchant Accounting and Reporting System' (M.A.R.S.)

Fine-tune the settings of the pre-built ResAvenue hotel industry business logic to your needs, at will.

Enjoy unprecedented flexibility and customization to map your business policies. Variables like cut-off timings, cancellations and 'no show' policies, check-in timings, taxes etc can be easily configured on your hotel website through the M.A.R.S. interface.

• Proactive Inventory Offload Feature.

Maximize returns on your highly perishable 'room night' inventory.

React very quickly to market dynamics. Defeat uncertainty caused by volatile market situations. Create special last minute sales packages for both direct customers and the trade, configure them instantly through your ResAvenue M.A.R.S. back office and inform all your preferred guests, corporate customers and travel trade partners instantly by email.

• **Trade and Guest Relationship Management.**

ResAvenue puts relevant trade and guest related information at your fingertips, so that you can manage both your relationships optimally.

The ResAvenue M.A.R.S. interface displays several statistics useful for marketing including guest history and the total number of room availability checks. An email list of all your customers is stored in your ResAvenue M.A.R.S. back office that can easily be retrieved for permission-based email marketing.

• **ResAvenue 'Bill Collection' Feature.**

Organize advance online payment collection for offline sales done through the telephone and email. These deals need not be featured on your website.

This facility is ideal for collecting pre-negotiated payments, for tour groups, special requests and unlisted extras or any other service or products sold, which are not listed on your hotel's website. This feature allows you the convenience of easier payments while benefiting from customised itinerary such as MICE.

• **Total Customization.**

Enhance your brand image. Customise the payment pages to match your website. This reassures your guests and trade partners and also helps reinforce your brand value.

While ResAvenue is hosted on common Internet infrastructure, it integrates into your existing hotel website seamlessly, duplicating the look and feel of your website on to the ResAvenue interface. The entire management of this process is in your control and can be changed by you at any point in time.

• **Total Information.**

Be in the know, always.

The principle behind the information process is that you don't have to search for information; the information follows you. Offer instant information to your hotel staff and trade partners using automated system generated messages via SMS / Fax / Email, Transaction Alerts. Analyse trade performance through Traffic Reports, Time Linked Yield Reports etc.

• **Total Solution.**

Low setup cost with no capital expenditure on IT Infrastructure.

Since the entire operation is hosted on Avenues' state-of-the-art IT data centre, you save on huge investments and recurring costs,

such as software licenses and expensive technical manpower. ResAvenue is an end to end solution and the software is constantly being enhanced to meet the new demands of the hotel trade.

• **Total Security.**

Enjoy high security for your online transactions.

ResAvenue's 10 tier state-of-the-art security systems are constantly updated to keep up with the latest in security procedures. Verisign 128 bit encryption, 'Verified By Visa', 'MasterCard Secure Code', CVM, are some authentication processes. Robust Risk Management through a dedicated team of professionals, keeps your transactions and data 100% safe and secure.

• **Total Support at No Cost.**

Enjoy peace of mind.

You get free 24 X 7 world class support from a team who currently handles e-Commerce transactions for over 4,000 global e-Merchants.

RESAvenue FEATURES - IN A NUTSHELL

FLEXIBLE RATE MANAGEMENT

ResAvenue lets you 'fine tune' rates by allowing you to:

- Set an unlimited number of 'rate tiers' for market segments.
- Differentiate group rates (GIT) and individual rates (FIT).
- Set rates based on number of occupants.
- Highlight ad-hoc, special promotion or even cross-property packages throughout the reservation engine.
- Run royalty-free affiliate marketing programs.

ROOM ALLOTMENT MANAGEMENT

ResAvenue enhances room allotment management through the ability to:

- Close room allotment.
- Set room allotments based on rate tiers for better yield.

UNLIMITED NUMBER OF AGENTS/CORPORATE ACCOUNTS

ResAvenue can help you to expand your client base by allowing you to:

- Create unlimited logins for travel agents/corporate clients.
- Group travel agent and corporate client accounts based on rate tiers.

CUSTOMIZED RESERVATION PAGES FEATURING PROMOTIONAL INFORMATION

ResAvenue's custom-designed reservation pages let you:

- Format your pages to reflect your hotel's look and feel.
- Feature multi-lingual reservation pages.
- Feature promotional newsletters on reservation pages.
- Feature packages on reservation pages.
- Update hotel pictures and information at any time.

MORE RESAVENUE FEATURES - IN A NUTSHELL

RESERVATIONS

ResAvenue's flexible reservation system lets you or your guest:

- Cancel reservations.
- Amend reservations.
- Make package reservations.
- Request additional meals, airport transfer & other services.

PACKAGES

ResAvenue lets you:

- Create an unlimited number of packages at no charge.
- Manage access to packages for specific periods.

MAINTENANCE

ResAvenue allows you to:

- Create new client accounts.
- Deactivate client accounts.
- Change rate tiers.

USER ACCESS

ResAvenue gives you the ability to:

- Assign unlimited users.
- Assign different accessible program (module) based on user authority.

REPORTING

ResAvenue reports on demand:

- Agent monthly commission.
- Reservations due for payment.
- Client accounts summary.
- Agent/Corporate production report.
- Expected arrivals and more.

UPDATE HOTEL INFORMATION AND GRAPHICS

ResAvenue's user-friendly page management lets you:

- Update all hotel information whenever you need to.
- Update package details and hotel pictures (such as room, logo and hotel facilities) at will.

HOTEL POLICY AND ACCOUNTING

ResAvenue's administration application lets you:

- Differentiate cancellation charges for each period.
- Set minimum length of stay for each period.
- Differentiate cut-off dates for each period.

SECURITY

A 10 tier payment security process combined with a dedicated risk management team assessment offers you the best protection against online fraud.

PAYMENTS

ResAvenue gives you multiple payment methods for your agent/ corporate client accounts:

- Credit card online payment.
- Pre-payment (advance payment).
- Credit facilities.

PAYMENT OPTIONS

Credit Cards

- Visa
- MasterCard
- American Express
- Diners Club International
- Japan Credit Bureau
- Citibank eCards

Debit Card / Direct Debit

- Visa Electron / Plus (if enabled by issuing bank for Internet use)
- MasterCard Maestro/Cirrus (if enabled by issuing bank for Internet use)
- 20 Chinese and Hong Kong Banks (About 376 million+ Chinese Net Banking users) and growing
- 3 Singapore Banks DBS Bank, UOB and Citibank.
- 10 Indian Banks (About 35 million Indian Net Banking users)
- New options are being added progressively.

SUPPORT

- Get email, telephone and 24 X 7 chat support for free.

ABOUT AVENUES:

Avenues is South Asia's largest eCommerce Company. Based in Singapore, Avenues offers Internet based technology solutions. With a customer base of over 4,000 global websites, it is the leading e-Commerce company in Asia. It is the world's only domain specific ASP which applies domain expertise to Internet Payment Solutions. The list of partners and associates reads like the, 'Who's Who' of the global industry. Avenues has launched a number of eCommerce solutions for different industry verticals, which are:



Avenues relies on the highest quality industry tools and technologies, backed by some of the largest names in the business. Linux, UNIX or the Windows Platform; ASP, JSP, PHP or simple HTML programming language; the Avenues solutions integrate into any website with ease. Apart from telephone and email support, we also offer 24 hour live chat support.

More information on specific solutions is available on the relevant website given under the respective logos. For further information about Avenues, visit our corporate website at: www.avenuesworld.com



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